

QAS Pro with Irish data

Validate contact records at
point of data capture



Does your database capture accurate records?

Postal data in the Republic of Ireland can be a challenge to capture accurately. Address data is not consistent throughout the country and postcodes are non-existent for large parts of the country. Often an address may seem incomplete to those familiar with other address standards when it actually contains suitable details for delivery within Ireland.

Capture contact data right first time

QAS Pro with Irish data facilitates fast and accurate address capture. Using the GeoDirectory file, jointly developed by An Post and Ordnance Survey Ireland (OSI), and enhanced using Experian's Postaim data, an address in the Republic of Ireland can be instantly returned from minimal data entry. A complete and accurate address can then be pasted into any underlying application in a format that you specify.

- enable postage discounts
- Increase confidence in the integrity of your contact data
- Reduce data administration costs

How does QAS Pro work?

QAS Pro enables you to quickly capture the official postal address or the resident preferred address first time round. QAS Pro returns a complete and accurate address by searching and validating against the address data file.

QAS Pro:

- Searches against the GeoDirectory file, which contains over 1.3 million address records, including Dublin Area Codes
- Returns locality aliases and townlands supplied by the customer
- Allows you to exclude peripheral Dublin postcodes and rural An Post postal towns
- Enables you to search on and return addresses in both English and Gaelic
- Accesses over 74 countries address data files, which enables you to capture data from across the world

“From a financial point of view, we can now boast of improved return on investment on our marketing campaigns and reduced administration costs.”

Sean Bellamy
Corporate Solutions Manager
VIVAS Health

Inaccurate contact data can impact almost every area of your business by:

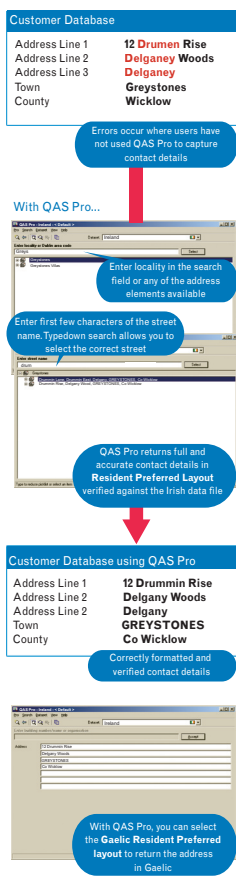
- Damaging customer relationships
- Preventing mailings from reaching their target audience
- Causing goods and services not to arrive on time
- Compromising important organisational decisions
- Reducing the efficiency of your organisation

Accurate contact data will enable you to:

- Improve customer service
- Enhance database analysis
- Increase marketing ROI
- Reduce mailing wastage and

- Can enhance your contact data through additional address-related DataPlus sets, such as Mosaic data provided by Experian, Thoroughfare ID, and Building Group Type

An example of QAS Pro with Irish data within a CRM application



The benefits of QAS Pro with Irish data
Save time and money

With QAS Pro, all communications are addressed quickly and accurately, even when your users are unsure of the correct address layout. Fewer keystrokes and reduced risk of

a contact record being misspelt improves data quality and helps you qualify for postage discounts.

Improved customer confidence

Recording a contact's full and preferred address creates a professional, efficient first impression. It eliminates problems with misheard or wrongly spelt information and ensures that written addresses are recorded accurately and quickly.

Better targeted marketing

Accurate and consistent contact records make database analysis easier and results more reliable. QAS Pro with Irish data can also add valuable information at point of capture, allowing you to effectively profile your database for future marketing activity and analysis.

Easy installation

The flexibility of QAS Pro ensures a swift and trouble free integration into the IT infrastructure of any organisation. It is compatible with a wide range of platforms including PC, Unix and iSeries.

QAS Professional Services

QAS Professional Services are at hand to provide invaluable advice and support to ensure you get the most from your investment in QAS Pro and any of our other products and services.

QAS Professional Services will work with you to:

- Develop a complete contact data strategy and associated plan of action for the ongoing improvement of your data

- Prepare free audits on your databases to help you understand your data better
- Reduce integration time into your own application, or one of our partner applications
- Ensure a high return on investment
- Provide standard or bespoke training

Building solid partnerships

A wide range of Experian QAS business partners, system integrators and application providers also have Experian QAS software incorporated within their systems, enabling a fully supported solution.

About Experian QAS

Experian QAS provides contact data management (CDM) software and services that help organisations drive value from their data. Every organisation stores contact information on its customers, prospects, suppliers and employees. Over 10,000 organisations worldwide choose Experian QAS products and services to manage the quality and accuracy of this data to improve business processing, financial performance, efficiency and the customer experience.

Award winning Experian QAS solutions are a result of year-on-year investment in technology development since 1991, to ensure each solution delivers the highest level of functionality and service support. QAS Ltd is a wholly owned subsidiary of Experian, the global information services company.

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